

Wethersfield Tourism Commission

Meeting Minutes

Tuesday, November 30, 2010 5:30 pm
Town Hall, Town Manager's Conference Room

- 1) Call to order - Call to order – Vice Chair Sullivan called the meeting to order at 5:35 pm
- 2) Roll call (5 members required) - Members in attendance: Sullivan, Munroe, St. Onge, Ford, Forsdick, Aforismo and Hall. Also in attendance: Peter Gillespie – Town Planner.
- 3) Approval of Minutes – September 2010 Meeting - Charlie Forsdick motioned to approve the minutes, seconded by Elaine St. Onge, all members in favor.
- 4) Old Business
 - a) Cooperative Marketing Plan – Report Status – Peter Gillespie reported that the Plan was forwarded to the State prior to having the Pita Group make the final revisions. Once the final report is received a meeting of the stakeholders group will be held to review the Plan.
 - b) CT Culture & Tourism Cooperative Marketing Grant - Magazine Insert – Peter Gillespie reported that 6500 information requests had been received to date, the WHS and an intern had been assisting with the mail responses.
- 5) New business
 - a) CCCT Coop Marketing Grant 2011 – Magazine Insert – It was suggested that an effort should be made to try a larger ad –1/2 page next year and update the ad design.
 - b) CCCT Coop Challenge Grant 2011 – It was suggested that an application should be filed to fund costs for a new brochure rack card and distribution costs through this grant program.
 - c) Certified Local Government - Mr. Gillespie distributed information about the Certified Local Government program. It was agreed that the Town should further research this program as it may open up funding opportunities for the Town.
- 6) Reports – Affiliate Commissions/Organizations
 - a) Economic Development & Improvement Commission – Peter Gillespie talked briefly about the Shops Local program and the Salute To Business event scheduled for December 9.
 - b) Central CT Culture & Tourism - G. Munroe – Nothing To Report.
 - c) Greater Hartford Convention & Visitors - C. Hall – Carol Hall suggested that the Town place data on their website, no cost.
 - d) OW Shopkeepers – Charlie Ford stated that there is some discussion about a late winter event in Old Wethersfield.
 - e) WDS – Katie Sullivan reported on the winter hours at the Museum, Dec 10th Xmas event and tours through the first week of January.
 - f) WHS – Elaine St. Onge reported on the Antiques Show and the Fall Craft Fair and stated that a May event is being planned.
- 7) Other Business

DVD – Charlie Forsdick reported that the DVD was finished and thanked those who commented on it. The DVD will be formatted for use on the websites and copies will be made.

E-Mail Distribution/Website – Jesse reported on a potential new website format, he is working on the wedding information and he will be working with staff at WDS and WHS on Constant Contact and have the other organizations explore ways to share databases of information. Charlie Ford suggested that certain information on the website needs updating.

Stakeholders Meeting – Peter Gillespie reported that on Nov 22 the group met and discussed a range of issue of common concern. A follow up meeting in January was discussed.

- 8) Adjournment – Gerry Munroe motioned to adjourn the meeting at 6:50 p.m., Elaine St. Onge seconded the motion with all members voting in favor.

Respectfully Submitted

Peter Gillespie

Town Planner.